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# Alberta Physical Distribution Program



**Alberta**

ECONOMIC DEVELOPMENT  
AND TRADE

Transportation Services Division

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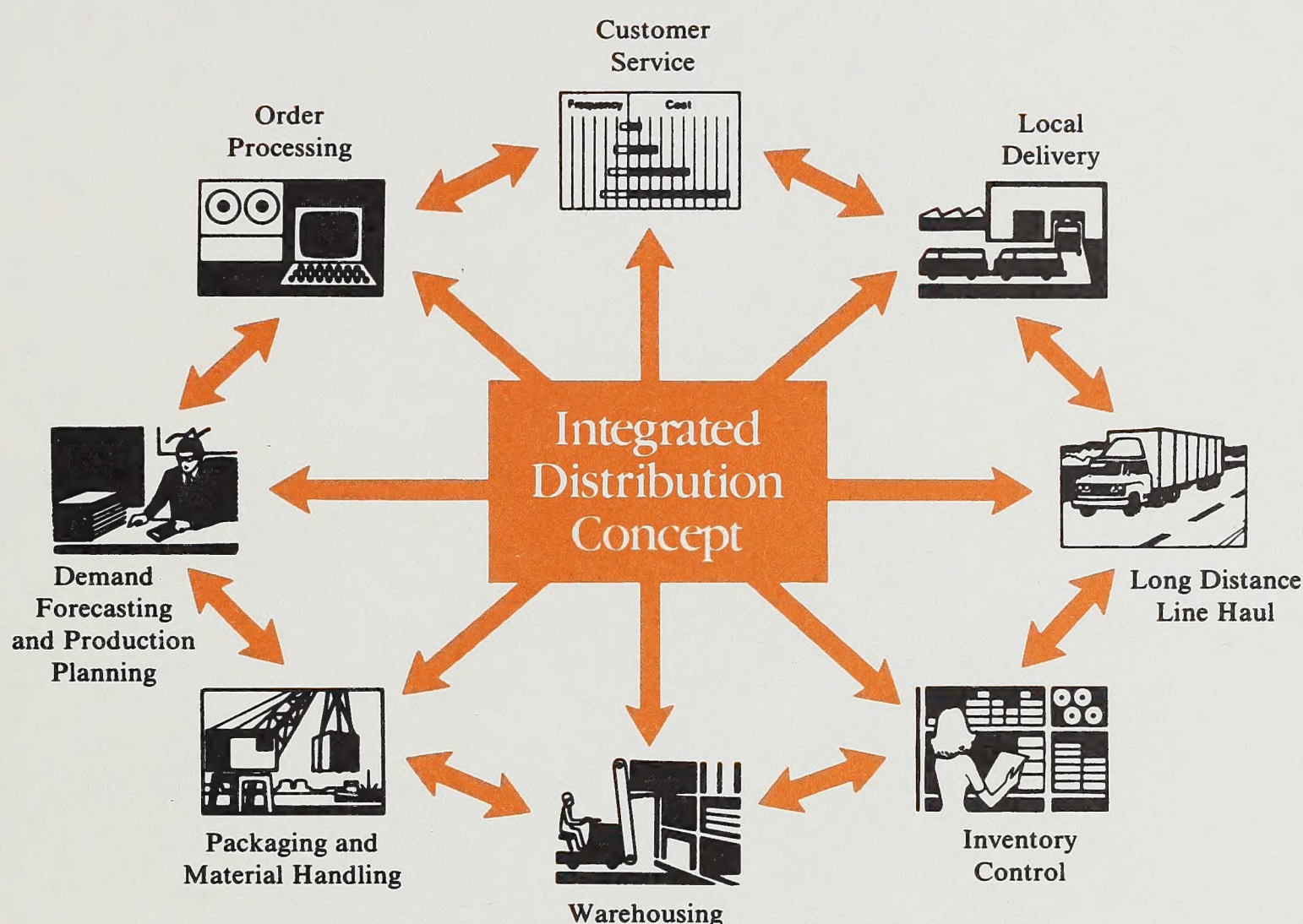
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# Alberta Physical Distribution Program

## FACT SHEETS



- Physical Distribution encompasses all activities from the end of the production line to the consumer including, in some cases, the flow of raw materials, i.e. transportation, warehousing, inventory, customer service, computer applications.
- The Alberta Physical Distribution Program (APDP) offers an opportunity to enhance your profits through improved physical distribution.

The enclosed "FACT SHEETS" describe specific seminars and workshops which will assist in the recognition of cost saving opportunities and efficiencies in physical distribution.

Your participation in the program's seminars and workshops is encouraged to ensure improvement in your physical distribution activities. For further information, contact the Director, Alberta Physical Distribution Program (403) 427-0743.

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# AWARENESS SEMINAR

WAREHOUSING  
TRANSPORTATION  
INVENTORY  
CUSTOMER SERVICE  
COMPUTER APPLICATIONS  
AWARENESS

## About this one-day seminar:

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Physical distribution encompasses all activities from the end of the production line to the consumer including, in some cases, the flow of raw materials. These operations include a number of interdependent elements:

- Transportation
- Customer Service
- Warehousing
- Inventory Management
- Order Processing
- Packaging
- Sales Forecasting
- Production Scheduling
- Plant and Warehouse Locations

## Objective of seminar:

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The objective of this seminar is to show how all these elements can, and must be managed as a "system" if profits are to be maximized.

## What this seminar will do:

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1. Develop a basic understanding of the concepts of physical distribution.
2. Provide an overview of the interaction between company policies and physical distribution opportunities.
3. Give an understanding of the important control factors in managing each element in the physical distribution system.
4. Assist in managing physical distribution systems more effectively: organizing, planning for profitable improvements and controlling operations.

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## Who should attend:

Attendance at this one-day seminar is essential for all senior managers and executives who are responsible for controlling the bottom line of their enterprise.

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For further information about this one-day seminar, contact the Director, Alberta Physical Distribution Program (403) 427-0743.









# COMPUTER APPLICATIONS WORKSHOP

WAREHOUSING  
TRANSPORTATION  
INVENTORY  
CUSTOMER SERVICE  
COMPUTER APPLICATIONS

## About this one-day workshop:

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In the past few years, quantitative methods have made significant new contributions to physical distribution, permitting large quantities of data to be compared and integrated on a computer according to rational rules.

The bottom line is an overall reduction in costs and an increase in profits.

Specialized software packages which have been developed for particular applications will be demonstrated, i.e. network modes, routing and dispatch, transportation analysis, freight rating and inventory levels. The workshop concentrates on spread sheet software, including Lotus 1-2-3.

## Objective of workshop:

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The objective of this workshop is to make managers aware of the opportunities of using computers in logistics/physical distribution activities.

## What this workshop will do:

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The workshop leader will show participants:

1. Why computers are recognized as a valuable and productive tool in logistics/physical distribution.
2. How computer methodology can be divided into two classes:
  - i) Long-range or strategic planning, and
  - ii) Short-term or operational control.
3. How to examine the types of planning applications in four major areas:

i) Transportation	iii) Inventory Management
ii) Customer Service	iv) Warehousing

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## Who should attend:

Attendance at this workshop is essential for those managers and supervisors who wish to learn how the computer can assist in the management of physical distribution activities.

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For further information, contact the Director, Alberta Physical Distribution Program (403) 427-0743.









# CUSTOMER SERVICE WORKSHOP

WAREHOUSING  
TRANSPORTATION  
INVENTORY  
CUSTOMER SERVICE

## About this one-day workshop:

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In today's economy, customer service represents a major opportunity for firms to increase market share and profitability.

This workshop will focus on how customer service should be integrated into a firm's overall marketing strategy.

This workshop will also show how the physical distribution elements are interrelated, with a focus on customer service.

## Objective of workshop:

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The objectives of this workshop are the identification of customer service opportunities and the development of customer service strategies.

## What this workshop will do:

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Specifically, the workshop leader will show participants how to:

1. Conduct internal and external customer service audits.
2. Identify opportunities for improving customer service.
3. Develop a customer service strategy.
4. Implement the chosen strategy.
5. Set service levels.
6. Establish a realistic measuring system.

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## Who should attend:

Attendance at this workshop is essential for all those who manage customer service, inventory, order desk and warehouse operations.

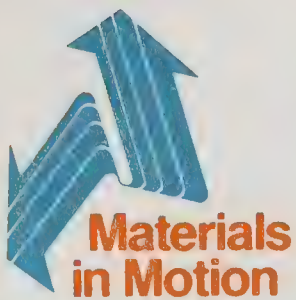
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# INVENTORY WORKSHOP

WAREHOUSING  
TRANSPORTATION  
INVENTORY

## About this one-day workshop:

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Inventory is one of the most important elements of physical distribution and certainly the most discussed. At this workshop the following questions and statements most often asked by management will be discussed:

- Why do we have inventories?
- Why are we always out of stock?
- Our inventory carrying costs are too high!
- How should we plan production for seasonal sales?
- We have too many expensive production runs caused by poor inventory forecasting!
- Freight costs are too high because of lack of sufficient inventories!

## Objective of workshop:

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The objective of this workshop is to review the relationships between inventory and physical distribution, as well as the questions of "how much to buy" and "when to buy".

## What this workshop will do:

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1. Assist in examining the issues relating to planning and forecasting future demands.
2. Explain the impact of customer service on the level of inventory.
3. Assist in making inventory decisions -- including the determination of cycle and buffer stock and the application of different decision rules under different types of situations.
4. Examine the factors which a company may choose to trade-off against inventory costs.
5. Examine measures used to evaluate the performance of inventory management systems and provide a list of opportunities available to reduce inventory investment.

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## Who should attend:

Attendance at this one-day workshop is recommended for business managers faced with scheduling, production, co-ordinating inventories, meeting customer service requirements and managing the many other aspects of business impacted by inventories.

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# TRANSPORTATION WORKSHOP

WAREHOUSING  
TRANSPORTATION

## About this one-day workshop:

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For most companies, transportation is the main element in physical distribution. From source to plant, plant to warehouse, warehouse to customer, some form of transportation is used.

This workshop will examine:

- Various types of road and rail transport.
- Methods for measuring transportation productivity.
- Methods for better negotiating/evaluating freight rates.
- De-regulation and how it may impact operations.

## Objective of the workshop:

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The objectives of the workshop are to examine several areas whereby the best possible freight rates may be obtained for the company's products and to ensure that the company is getting the most for its transportation dollar.

## What this workshop will do:

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1. Assist in the selection of carriers that will provide the most cost effective transportation services.
2. Advise on how transportation prices (freight rates) can be reduced by negotiations with competing carriers.
3. Explain how carrier loss and damage may be fully reimbursed.
4. Assist in establishing a comprehensive management information system.
5. Discover ways to reduce transportation expenses consistent with other physical distribution objectives (customer service, inventory investment, etc.).

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## Who should attend:

Attendance at this one-day workshop is essential for those responsible for the firm's overall traffic and distribution functions.

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For further information, contact the Director, Alberta Physical Distribution Program (403) 427-0743.









# WAREHOUSING WORKSHOP

WAREHOUSING

## About this one-day workshop:

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This workshop will address the realities of warehousing and physical distribution from a practical day-to-day manager's viewpoint.

Warehousing functions include:

- General receiving
- Inspection
- Putting goods into storage
- Restocking forward filling slots
- Order filling
- Packing
- Marshalling
- Shipping

The warehouse is a key element in a company's physical distribution system and may have a major impact on the service provided to customers and thus to overall profitability.

## Objective of the workshop:

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The objectives of this workshop are to help improve efficiency, reduce operating costs and master the complexities of warehousing, materials handling and distribution management.

## What this workshop will do:

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1. Assist in improving the primary functions that are performed in the warehouse and the specific techniques of improving each of them.
2. Advise how specific warehouse layouts can improve productivity.
3. Examine work simplification and methods improvement systems.
4. Provide case studies with actual examples of typical warehouse problems and how they were solved.

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## Who should attend:

Attendance at this one-day workshop is essential for those who manage warehouse operations or supervise one of the major functions.

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For further information contact the Director, Alberta Physical Distribution Program (403) 427-0743.







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